

Store

Hours

9 to 5:30

**Dry Hand Mops : 98c**

A saving on the famous new mops that you can wring out without wetting your hands without even stooping over. Regularly \$1.50  
GIMBELS NEW KIND OF HOUSEFURNISHINGS STORE—Fifth Floor

**GIMBEL BROTHERS**

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

Shop By Mail Through  
Our Mail Order Department

For Other  
Gimbel News  
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**Just Couldn't Be Smarter Sports Oxfords Than These**

Made of Smoked Horse—the Latest Thing in Leathers

**\$7.90**

We've sketched one, you see. The light part is a greyish tint. The shield tip, saddle back and stay are mahogany. And my, but it is smart!

GIMBELS WOMEN'S SHOE SHOP—Second Floor

**SALE! Sports Skirts at \$5**

A special purchase! A wonderful purchase! An opportunity to buy a fine, new Separate Skirt for sports or street wear (and Fashion demands one as her right) at an extremely low price.

**All-Wool Prunellas**

Rox-pleated in stripe and plaid combinations.

Brown and White Navy and White Black and White Brown and Tan Navy and Tan Assorted

Women's and Misses' : Sizes 25 to 32 Waists

**Fancy Crepe Weaves**

Large box pleats. Plaids. A unique fabric: soft, silky and modish looking. Ultra-desirable.

Brown and White Black and White

Women's and Misses' : Sizes 25 to 32 Waists

GIMBELS SKIRT SHOP—Third Floor

**Ready for Spring With Black Horsehair Hats**

—Ready With Low Prices, Too!

**\$2.95 \$3.95**

Airy as that first spring zephyr you read about. So flattering. So deliciously soft of line. And trimming? We make that easy!

For All Hats Are Trimmed Without Charge If Hat and Material Are Purchased Here!

GIMBELS MILLINERY SALON—Third Floor

**Girls' NEW Polo Coats Priced Like Mark-downs**

—Warm Enough NOW Over a Sweater; Then All Aboard for Spring!

**\$12.75**

Sports models, of course. In the warmest, richest, loveliest camels' hair color tan. Cut well and fully lined. And belted and patch pocketed and leather buttoned and buckled as only the best of good polo coats know how to be!

And there's herring-bone, too, if she'd rather have that. All in this Saturday double value bill for little Miss 6 to 14.

GIMBELS GIRLS' OWN SHOP—Third Floor

**A SALE OF POLO COATS**

And Capes for Women Whose Thrift-Sense and Fashion-Sense Go Hand-In-Hand

**\$17.50****\$23.75****\$25****\$29.50**

A Polo Cape, a reversible Polo Cape. Tanny brown on one side. A cheerful canna on the other. Soutache-braid bound. Rolled of collar. And very SMART! As is obvious!

A Blue Polo Cape, to match the summer sea. And a Chappy Coat, too. So well-cut. Leather-buckled. Tan with a canna lining. And such a clever inverted pleat.

Isn't it just the top-piest sort of top-coat this side of Piccadilly? Look at the swing of it! Look at the snap of it! Innocent tan on the outside; daring plaid within!

And if you're in the market for real sportishness, just get these pockets. And the coat too? Well really, we don't know who could resist its message of youth and spring.

GIMBELS WOMEN'S COAT SHOP—Third Floor

**Sale! 1000 New Spring Frocks At Average Half Price**WOMEN'S  
34 to 46**\$25**MISSSES'  
14 to 20

In every detail these are frocks that one may well be proud to present: STYLE, QUALITY, FABRIC, WORKMANSHIP, FINISH. Some of the models are now selling in our own stock for more than double.

**All Occasions**

Afternoon Frocks  
Party Frocks  
Dinner Frocks  
Evening Frocks  
The New Three-Piece Cape Frock  
Street Frocks

**THESE STYLES**

All of the refreshing brightness and charm of Spring interpreted into frocks! The charm of simplicity. The brightness of bizarre beading and effects. Attractive straight lines. Sedate. Or bouffante. Soft and clinging. Or audacious. Your choice. Your varied choice.

GIMBELS DRESS SHOP—Third Floor

**These Fabrics**

Crepe Knit  
Taffeta  
Crepe Romaine  
Canton Crepe  
Tricotines  
Tweeds  
Georgette over Satin

**Paint These Parchment Lamp Shades Yourself**

All the Needfuls  
Reduced for a Day

Lamp Shades, Braid Edged:  
12 Inch - \$1.35 14 Inch - \$1.65  
16 Inch - \$1.85 18 Inch - \$2.55  
20 Inch - \$2.95 22 Inch - \$3.30  
Other Sizes 53c to \$3.75

Shields and Screens, 53c to \$1.50

**Lamp Shade Outfit**

10 Oil colors; bottle Drying Medium, Varnish, Turpentine; 3 Brushes; Palette, \$3.38  
Palette Knife; Palette Cups - \$3.38

GIMBELS ART SUPPLY SHOP—Sixth Floor

**Good Candy Specials**

Fresh candies, wholesome and delicious. A choice of several varieties so you will be sure to find the kinds you like best at our specially low Saturday prices.

**29c**

For 1 pound tin Assorted Hard Candies; delicious tart fruit flavors.

**39c**

For 1/2 pound Choy Fong Preserved Dry Ginger; the best made. Keeps indefinitely.

**49c**

For 1 pound Gimbel's Fine Assorted Chocolates; creams and hard centers.

**69c**

For 1 pound Imported Filled Glass Candies; assorted flavors and fillings.

GIMBELS CANDY SHOPS—Street Floor and Downstairs Balcony

**Out of the Ordinary Blouse Sale Going Big**

New Fashions : New Loveliness!

**\$3.95**

Costume blouses of beaded crepe de chine. Elaborate steel and bronze bead designs on dainty pastel hues and strong shades, too.

And the New Semi-sports  
Sweater Blouses of Tricotee—Irresistible at \$3.95

GIMBELS BLOUSE SHOP—Third Floor

**Largest Reductions of the Year Final Fur Clearance**

Prices at Their  
Very Lowest—Every  
Piece MUST Go!

\$259. 36 inch Hudson Seal Coat, Skunk Trimmed  
\$355. Hudson Seal Cape, Self Trim'd  
\$395. Natural Mink Sports Coat  
\$545. 45 inch Natural Mink Coat  
\$225. 46 inch Moleskin Dolman  
\$245. Moleskin Long Cape  
\$249. Grey Squirrel 36 inch Coat  
\$455. Grey Squirrel Long Wrap  
\$289. Persian Lamb Long Wrap  
\$95. Natural Muskrat Coat  
\$175. Caracul Long Cape  
\$175. French Seal Long Cape  
\$145. French Seal Long Cape  
\$225. Raccoon 40 inch Coat



GIMBELS FUR SHOP—Third Floor

Hudson Seal is Dyed Muskrat.  
French Seal is Dyed Conny.